

PROSPERITY





Herbruck's has been in the egg business for more than six decades, and we are very proud our family has continued adapting to changes in the poultry industry. With each generation of Herbruck we have implemented new and innovative ways to improve sustainability and **Prosperity** long into the future.

In 2023, we celebrated the first anniversary of Blue Springs Egg Farm, an important milestone for our growth. More than 800,000 egg-laying hens have produced eggs there, and over 150 people from the local region have been hired in various good-paying jobs in egg production, processing, sanitation and warehouse.

Across all Herbruck's facilities, we have implemented processes to boost efficiency. We continue to improve our employee training, which greatly optimizes our processing operations, and we have added automation to assist with labor needs. We incorporated a pallet washer at Blue Springs, so our team does not need to spend time manually washing each pallet. We anticipate adding a top lidder to one of our lines so lids will be placed automatically. These efforts help team members focus more time and attention toward other important aspects of egg processing and remove some of the stress on our production process due to industry-wide labor shortages.

Our impact on the agricultural industry also extends beyond the United States. Because we are converting to entirely cage-free, we found a second home for our advanced cage systems in sub-Saharan Africa, where we partnered with a broiler to build egg businesses in Zimbabwe, Zambia, Rwanda and Mozambique. Our team helps rural farmers build their businesses and helps communities develop their agricultural skills to global standards.



Our team continually pushes the boundaries of innovation every day, which is why we are leaders in the poultry industry. Some of our team members were recently recognized for their expertise and will be playing much larger roles in the industry.

Brittany Brown, a senior pullet manager who has been with Herbruck's for over a decade, was appointed to the Michigan FFA Foundation Board of Directors, where she will play a very important role in helping to shape the industry for future leaders.



Brittany Brown



Amy Herbruck, fourth generation Herbruck and head of community and public relations, was appointed to the American Egg Board of the U.S. Department of Agriculture as an alternate, representing Michigan's poultry industry nationally. Along with Amy Herbruck, members of the fourth generation are engaged in multiple aspects of the business, from company operations to bird care.



From left: Amy Herbruck, Brennen Herbruck, Vince Herbruck, Jake Herbruck & Cody Herbruck

Brennen Herbruck is our feed & fertilizer business unit director. He leads many important branding, sales and distribution initiatives for Nature's Supreme, Herbruck's line of organic fertilizers. Vince Herbruck serves as data analyst in our day-to-day operations and plays a pivotal role in modernizing our operations. He leads the transition of equipment from caged egg layers to cage-free environments, and advancements in animal welfare and farm efficiency.

Jake Herbruck, sales and operations manager, manages relationships between the Herbruck's sales team and operations departments to meet customer needs and manages the flow of new and existing egg and fertilizer products. Cody Herbruck is the director of processing and operations, responsible for finding the best possible solutions to house hens, being as energy efficient as possible and reducing Herbruck's overall environmental footprint.



“Each member of the fourth generation is interested in different aspects of the business, but we all were instilled with the values that have sustained us for over 60 years. We look forward to growing the success of Herbruck’s for generations to come.”

- Brennen Herbruck, feed & fertilizer business unit director